# Discussion Questions – Better World Books

1. What are the vision, mission and values of Better World Books? Critically evaluate how they are applied and their usefulness to the company’s leaders in formulating strategic intent.
   1. Vision: usually has the word “by”
      1. Confer social power by promoting literacy and education through its network of nonprofit partners
   2. Mission:
      1. a global bookstore that harnesses the power of capitalism to bring literacy and opportunity to people around the world
         1. this a product focused mission
   3. Values:
      1. Help fight global literacy
      2. Protecting the environment by recycling used books and metal shavings from libraries
      3. Maintaining a newutral carbon footprint
2. Using Porter’s five forces framework (Chapter 3) analyze the used book industry. What does your analysis tell you about the attractiveness of this industry? Explain your findings. Which force(s) have the strongest influence?
   1. Threat of new entrants
      1. Amazon, apple, HP, RIM, Sony have all developed ebook readers
      2. BWB has to compete with multiple new market entrant for “conceptual space” in peoples minds as “the” socially and environmentally responsible used-book company.
      3. Competiters can easily learn and adopt BWB’s business model, e.g. advocating social issues. This can also be seen through :copycats” like Books4Cause
   2. Bargaining power of suppliers
      1. Suppliers have a range of options to market their books to consumers, suppliers can always choose the marketplace/distribution channels whom provides the highest margin for their books
      2. Suppliers are flocking to e-readers and adopting straight to consumer business models
      3. Suppliers are constantly finding new and more powerful partners, like Google Ebooks
      4. Affiliates receive 5-8 percent from sales referred to BWB website, however, since BWB is becoming more like a book-aggregator, the suppliers could demand a higher margin
   3. Threat of substitutes
      1. The supply of used, printed books is likely to shrink due to the increasing popularity of e-book readers such as the kindle
   4. Threat of substitutes
      1. Amazon is a mega-threat which current BWB suppliers & partners can list their books and receive a higher margin
      2. Half.com lets sellers keep at least 85% of profit and can list their books for free and set their own prices (is now owned by ebay and is half.ebay.com)
   5. Bargaining power of buyers
      1. With so many substitutes, and the ease of comparing prices across the competitive set, buyers can always select (and thus demand) the lowest price
   6. Bargaining power of suppliers
3. Generate a PESTEL analysis for Better World Books. What might be areas of opportunities and what might be areas of threat?
   1. Political: (government may influence the economy/industry)
      1. The government may never give a tax-break to B-corps
   2. Economic: (determinants of economic performance)
      1. Dozens upon dozens of websites listing the sam book for sale/rent, huge competition where consumers can compare prices
   3. Social: (scrutinize the social environment)
      1. Students dislike the $ they get when reselling their books to college bookstores
   4. Technological: (innovations in tech)
      1. Ebooks & audio books are becoming more popular
      2. Amazon, apple, HP, RIM, Sony have all developed ebook reders
   5. Legal: (laws)
      1. B Corporations do not currently get a tax benefit as do C and S corps
      2. Since 2013, only 12 states enacted legislation on behalf of B corps, however another 20 states are considering similar legal protection
   6. Environment
      1. 781 million adults are illiterate (globally)
4. a) How might BWB differentiate its products and services (implies current) to create a strategic competitive advantage?
   1. Move into the \*learning & teaching\* market, and not just the \*book\* market
   2. Expand its donation sources, which is currently dominated by college & library donations to BWB
5. Describe some other ways in which BWB might create and sustain a long-term competitive advantage.
   1. There are many printbook sellers in fear of their future, which can lead to strategic partnerships
   2. Allow consumers to sell their books directly to BWB, or list for sale to other consumers on the website

# Better world book notes

* BWB: collect and sell books online to donate books and fund literacy initiatives worldwide
* BWB also competes with other socially minded enterprises such as Books4Cause, which follows a strikingl similar business model
* BWB was founded as a B corporation, one that is committed in its incorporation documents to meeting a triple bottom line of financial, social, and environmental performance
* BWB triple bootom line
  + Economic: measured using standard financial and accounting tools
  + Social: commitment to business practices that promote the interest of the firm’s full array of stakeholders: employees, readers, local communities
  + Environmental: commitment to sustainable business practices

# Definitions

* Entrepreneurship: the process by which people undertake economic risk to innovate- to create new products, processes, and sometimes new organizations.
  + Entrepreneurs innovate by creating new business opportunities and then assembling the necessary resources to exploit them
  + Social entrepreneurship: involves generating value to society and thereby enhancing social wealth
* B Corporation: benefit corporation: a new form of business that voluntarily submits to external audits to ensure that the company’s business practices promote the interests of all relevant stakeholders
* Future Growth: largely based on how well the company manages its supply chain, internal operations, and brand image